

Funeralocity Simplifies the Process of Selecting a Funeral Home

Funeralocity, the first dynamic online marketplace that simplifies the process of selecting a funeral home, launched May 1, according to a news release.

Initially available in the Metro-Atlanta region, those seeking to plan in advance or have an immediate need for funeral arrangements, including cremation, can visit funeralocity.com to see photos, pricing and service information, ratings and reviews for all funeral homes by address or ZIP code.

Funeralocity, a Future Factory company, was developed in response to sweeping changes in consumer shopping behavior and concerns about transparency in the funeral industry. Despite a federal law that requires itemized pricing information for funeral services to be made available to the public, a majority of Americans (88 percent) surveyed say the funeral industry should do a better job of making their prices transparent and easy to find. The survey, a May 2016 Harris Poll commissioned by Funeralocity among 2,033 adults, also found that about four in five Americans would like to be able to shop for and compare funeral home services and pricing online if the need arose.

“Understanding the options and pricing for burial and cremation services is difficult when you are dealing with the death of a loved one. Very few people know what they should do or expect, the process can be confusing, and the potential expense overwhelming,” says Ed Michael Reggie, CEO of Funeralocity and managing director of Future Factory. “Using Funeralocity, families can now quickly and easily find the best funeral home for the best price.”

“We are empowering consumers to make an informed choice on how best to remember and honor their loved ones,” he adds.

Reggie explained that Funeralocity is also helping funeral directors reach consumers accustomed to shopping online, and to connect with newer residents to the metro area. Statistics show that half of Metro-Atlantans were born out of state and don’t have established funeral home relationships.

Prices and other information are available for all 200-plus funeral homes in the Metro-Atlanta area. A 5 percent discount is available to families that choose one of the 40-plus funeral homes that have agreed to comply with the Funeralocity Excellence Program, adhering to the highest ethical standards and remaining in compliance with all local and state laws.

The site is being launched in the Metro-Atlanta area. It will be rolled out to other markets during the coming months.

For additional information, go to funeralocity.com. For funeral directors interested in participating in Funeralocity, visit funeralocity.com/funeraldirectors.

The Funeralocity survey was conducted online within the United States by Harris Poll on behalf of Funeralocity from May 5-9, 2016 among 2,033 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, contact Jeanne Schwartz at jschwartz@funeralocity.com.